

REMOTELY CONFIGURABLE MEDIA AND ADVERTISEMENT PLAYER
AND METHODS OF MANUFACTURE AND OPERATION THEREOF

ABSTRACT OF THE DISCLOSURE

For use with a computer network, a media and advertisement player, a method of manufacturing the player and a method of playing media and advertisements and reporting the playing of the media and advertisements to a remote system. In one embodiment, the player includes: (1) a media player that receives media from a remote system via the computer network and plays the media in response to customer requests, (2) an advertisement player that receives advertisements and a corresponding advertising schedule from the remote system via the computer network and plays the advertisements according to the advertising schedule and (3) a tracking subsystem that generates as-run logs containing records of a playing of the media and the advertisements and transmits the as-run logs to the remote system via the computer network.